GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3705
ANSWERED ON:17.04.2008
TOURISM DEVELOPMENT IN NORTH EASTERN REGION
Borkataky Shri Narayan Chandra;Khan Shri Sunil

Will the Minister of TOURISM be pleased to state:

(a) whether the Government is planning to have a big campaign on tourism promotion in China recently;

(b) if so, the details thereof; (

(c) whether any of the tourist destinations in North Eastern Region also figure in the campaign; and

(d) if so, the details thereof?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) to (d): The Ministry of Tourism regularly undertakes the Incredible India media campaign in important source markets including China. Recently, an Indiatourism Office has been opened in Beijing for promotion of inbound tourism from China. The Ministry of Tourism promotes tourist spots of the country, including tourist sites in the North Eastern Region, in all international markets through production and distribution of Publicity material, dissemination of information through the website and publicity campaigns in the print and electronic media.